

NOAA Coastal Services Center



Orientation
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National Ocean Service
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Outline



- Overview
- Sample products and services
- Organization and effectiveness
- Response to orientation guidance



The NOAA Coastal Services Center

Vision

Preserve opportunities to live, work, and play
on the coast

Mission

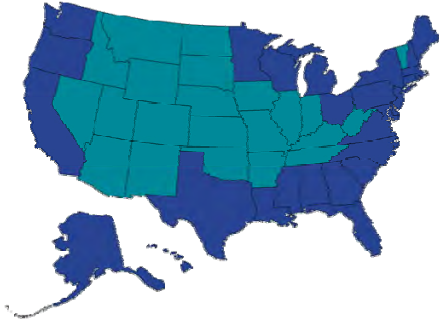
Build capacity for informed decision making
about our coasts

Who are we?



- Began in 1994
- Developed to address needs in coastal management community
- Service oriented enterprise
- Collaboration across NOAA's organizational boundaries

Who do we serve?



State and Local Coastal Resource Managers



- Coastal planners
- Regulatory agencies
- Natural resource agencies
- Protected area managers
- Emergency officials
- Estuarine reserves
- Floodplain managers
- Conservation organizations

What do we do?

Strategic Emphases

- Coastal Hazards
- Coastal Watersheds
- Integrated Ocean Observing System (IOOS)
- Learning Organization



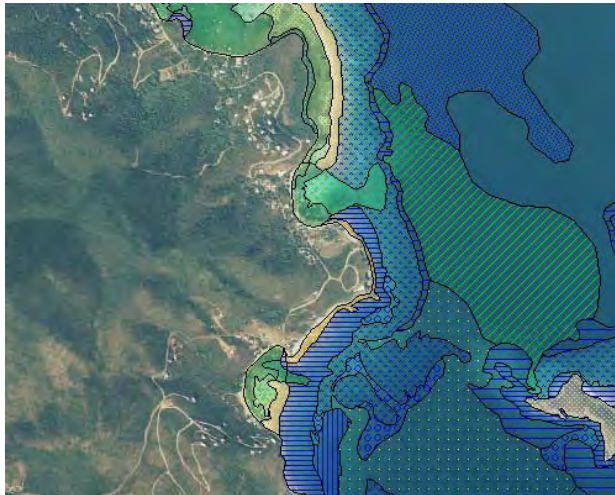
What do we do?

Areas of Expertise



- Training
- Coordination and facilitation
- Remote sensing and mapping
- Social science
- Data integration and information services
- Decision support

How do we do it?



Operating Principles

- National in scope, local in approach
- Partnership oriented
- Outcome oriented
- Best practices focus

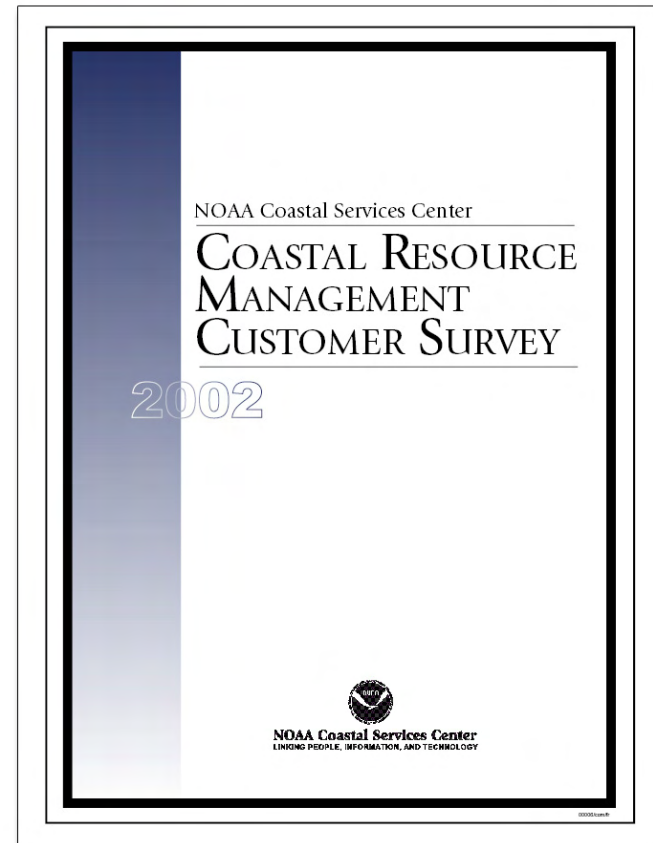




Sample Products and Services

Understanding Customer Needs

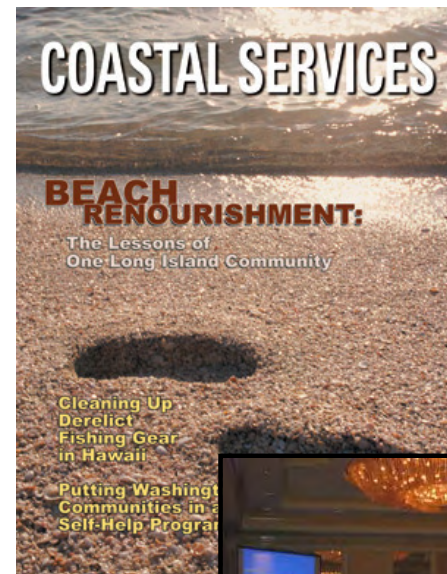
- Collaborative problem solving
- Office of Management and Budget-approved triennial survey
- Needs assessments
- Requirements management
- Regional representation
- NOAA, NOS, and Coastal Services Center strategic plans



Sample Products and Services

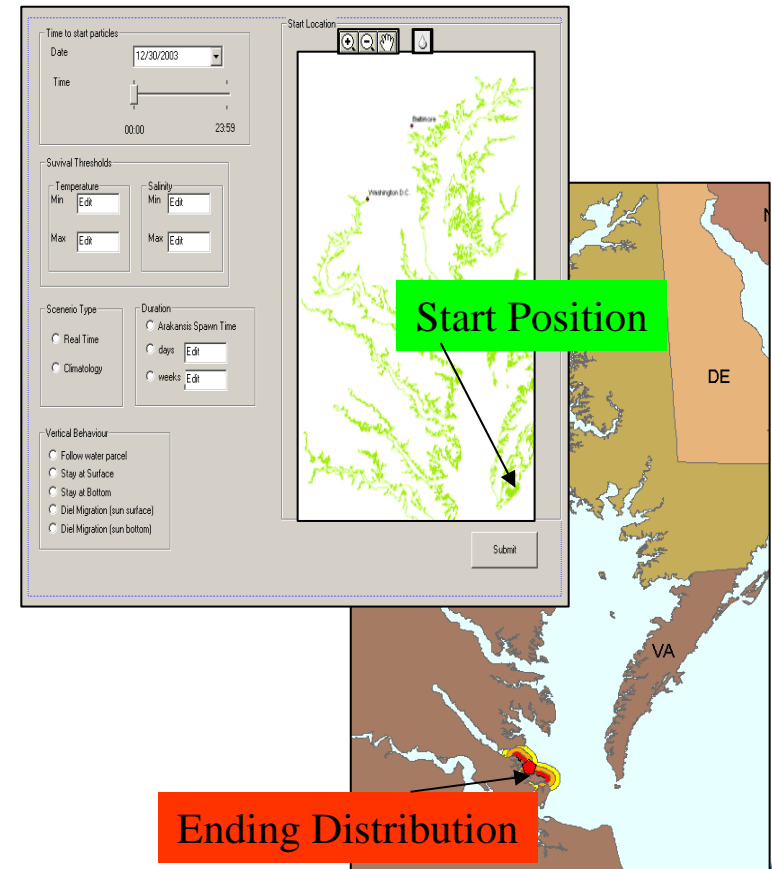
Solving problems with new skills and information.

- Training
- *Coastal Services* magazine
- Coastal Zone conference
- GeoTools conference
- Gulf of Mexico Alliance
- Land Trust partnerships
- Climate information for coastal managers
- Community risk and vulnerability assessment



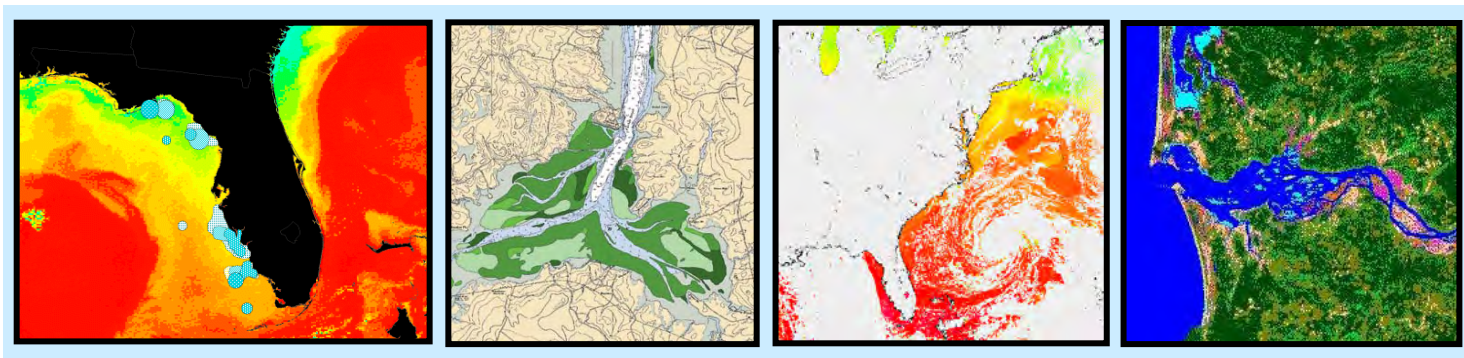
Solving problems with new tools.

- Impervious surface analysis tool
- Nonpoint-source pollution and erosion comparison tool
- Coastal Change Analysis Program (C-CAP) data handler
- Light detection and ranging (LIDAR) data handler
- Improved flood mapping products
- Chesapeake Bay oyster larvae tracker
- Harmful algal bloom forecasts
- OpenIOOS interoperability test bed
- Tutuila hazard assessment tool



Solving problems by using new data.

- Land cover
- Topographic and bathymetric
- Benthic habitat mapping
- Social science
- Ecological characterization
- Ocean observing systems



Hurricanes Katrina and Rita

Response Activities

- Geographic information system (GIS)-based maps for response and recovery used by the Federal Emergency Management Agency
- GIS information on cumulative rainfall for impact area
- Pre-Katrina remote sensing data for enhanced storm surge modeling; lidar data for all Mississippi counties
- Coordinated efforts with U.S. Geological Survey to map land cover and wetland change; change analysis maps for coastal Louisiana



Hurricanes Katrina and Rita Recovery and Beyond

- Next-generation storm surge and inundation mapping, and decision support tools for northern Gulf of Mexico
- Updated land cover data for land use change analyses
- Regional ocean information system accessing and integrating ocean and land-based data in northern Gulf of Mexico; expand IOOS data access focused on coastal storm impacts
- Assessment of observing and monitoring needs and coastal storm mitigation requirements
- Training and outreach focusing on hazards mitigation
- Social science and smart rebuild efforts

Coastal Storms Program

Key Outcomes

- Accurate forecasts of high impact coastal weather
- Improved flooding and erosion estimates
- Decision support tools to assist coastal managers nationwide



Key Benefits

- Better forecasts (water level and weather) could save as much as \$50K per day per ship = \$1.8B savings/year
- Better preparation, response, and mitigation can reduce average cost of storm related disasters by 10% (~\$500M/event) = \$700M savings/year



Organization and Effectiveness


Evaluating Efforts

- Customer feedback
- Program, product, and service evaluations
- Triennial external reviews
- Logic model development
- Performance measures

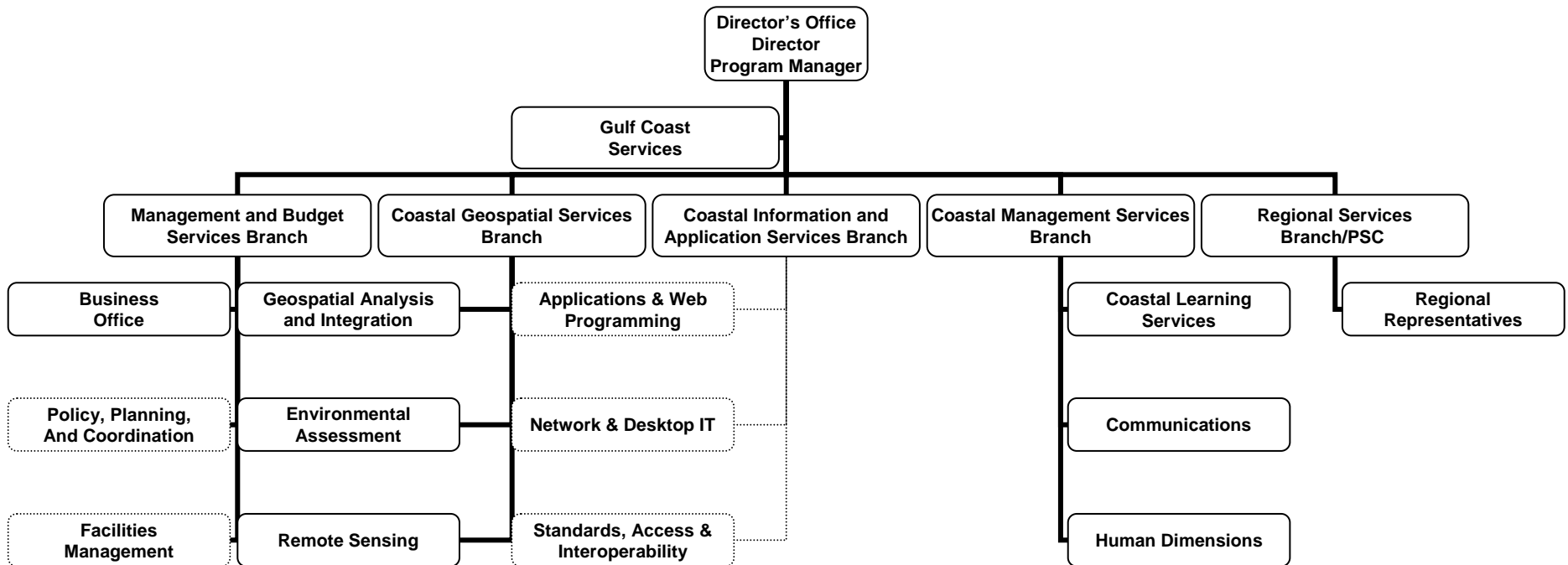




NOAA Coastal Services Center Strategic Assessment

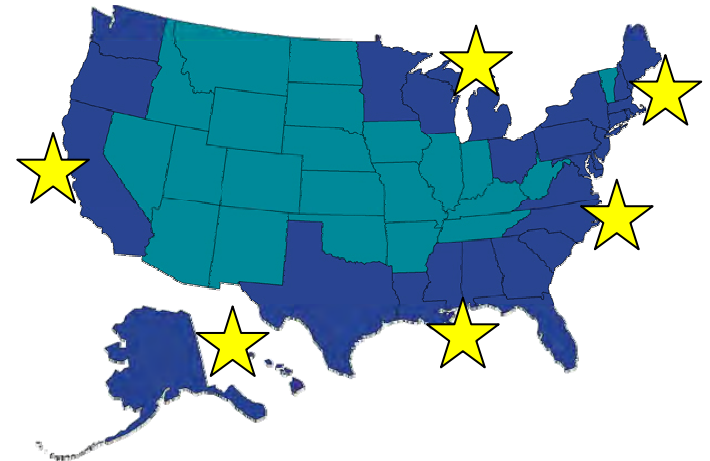
- Road traveled from December 2004 to January 2006
 - Staff survey, baseline assessment, managers' retreat, logic model development, NOAA partnership meeting, Blue Ribbon Panel, NOS leadership brief
 - Major results
 - Strategic themes, outcome focus, and theme leads
 - New organizational structure based on functions
 - Objectives for restructuring
 - Refine organizational focus and execute smartly
 - Institutionalize regional deployment
 - Improve execution of IOOS strategy
 - Institutionalize focus on data management and systems design
 - Refine commitment to planning, execution, and results
 - Reduce layers of management and improve span of control
- 

Coastal Services Center Organizational Structure



Regional Services

- **NOAA Pacific Services Center**
 - Bringing NOAA assets and services to Hawaii, Guam, American Samoa, and the Northern Mariana Islands
- **Regional representatives**
 - Bringing NOAA regional coordination to California, the Northeast, Mid-Atlantic, and Great Lakes
- **Proposed Gulf Coast Services Center**
 - Developing a center to work across NOAA and other organizations to increase technical and management capabilities of state and local partners in the Gulf Coast states

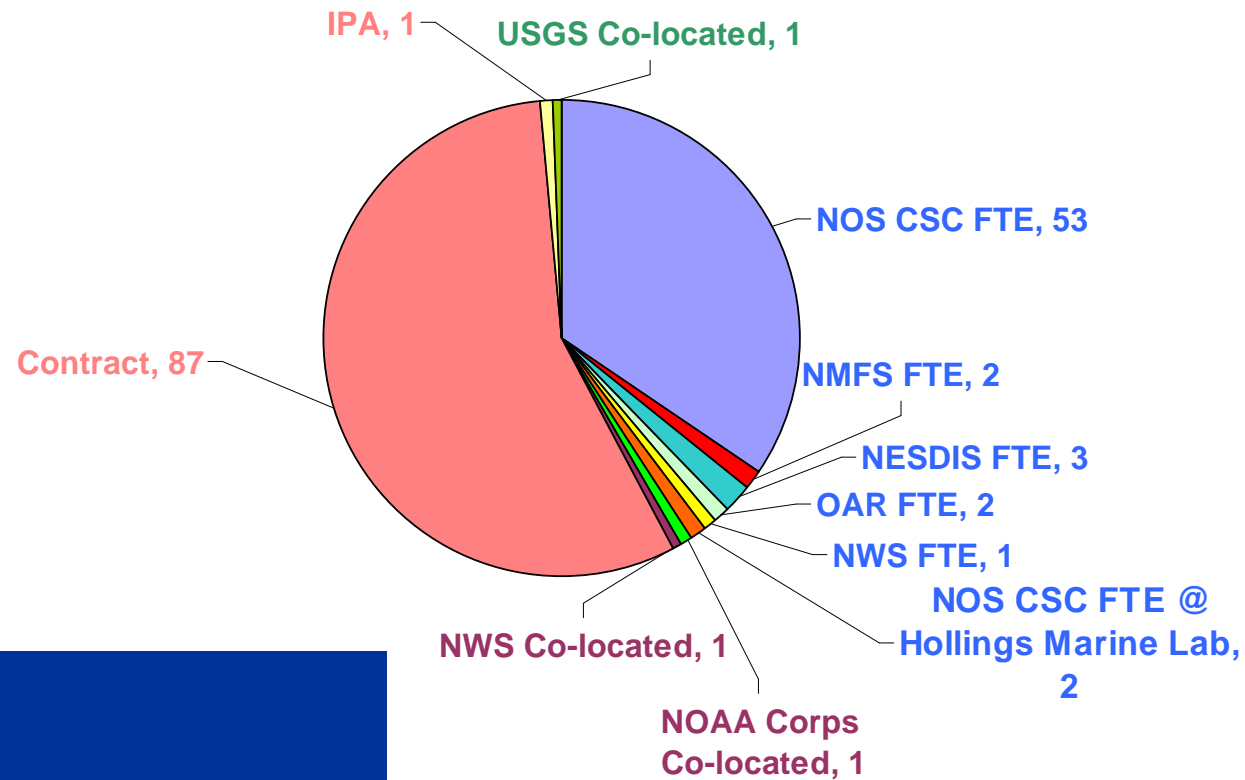


National Personnel

Proposed
**Great Lakes
Regional Presence**

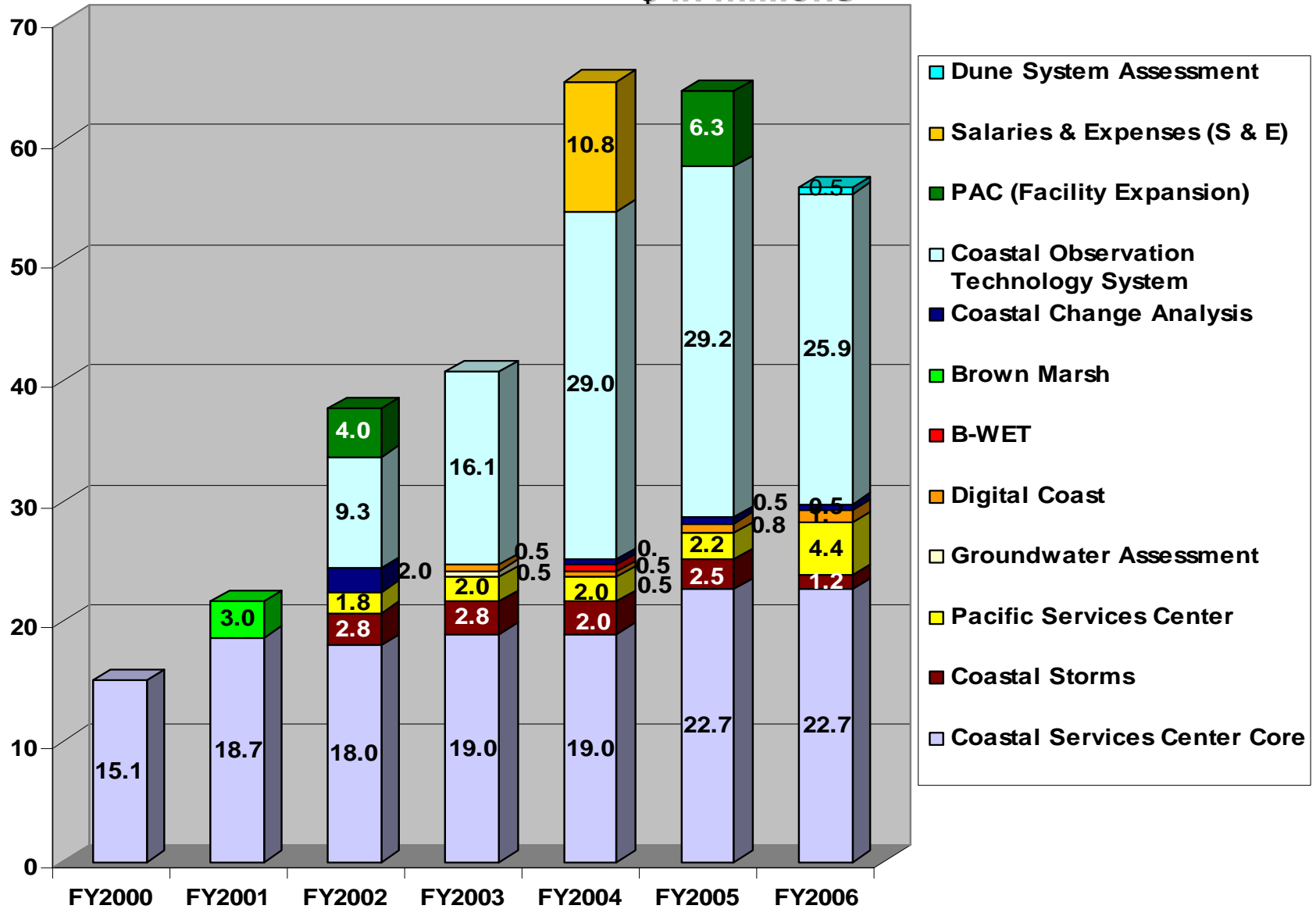


Charleston Personnel



Budget Profile

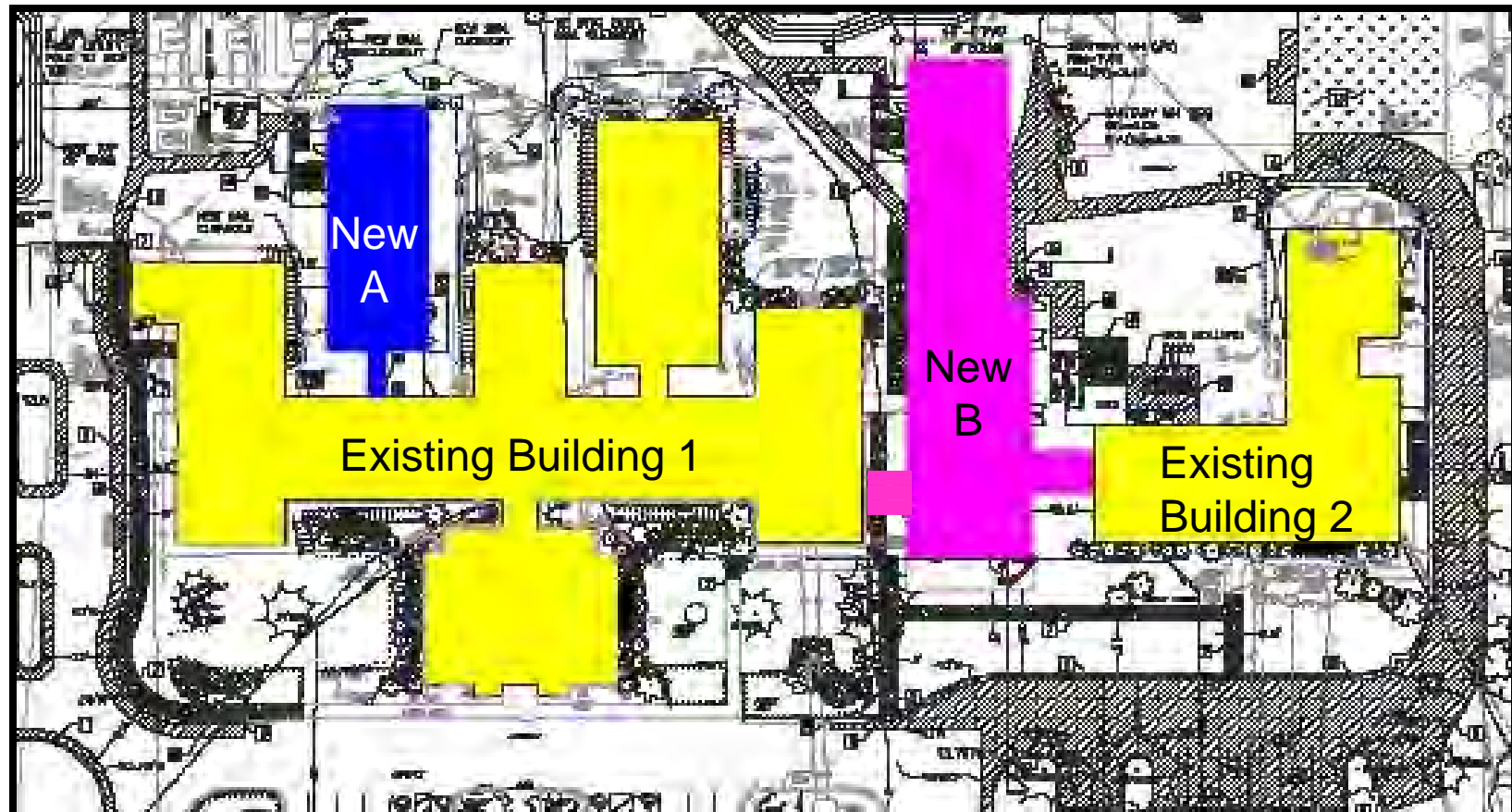
\$ in millions



Construction Update

Projected completion date:

- Building B - February, 2006
- Building A - May, 2006





Take Home Messages

The NOAA Coastal Services Center

- Provides quality products that matter
- Provides a work environment that attracts and keeps the best
- Works hard to represent all of NOAA
- Partners well within NOAA, other agencies, and the private sector
- Uses frequent assessments to fine-tune the organization
- Is committed to the regional concept
- Is a good steward of federal funds and responsibilities